



# CITY LIGHT LOW INCOME STRATEGY

Lessons Learned and Plan for the Future

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# ENERGY ASSISTANCE FOR LOW INCOME

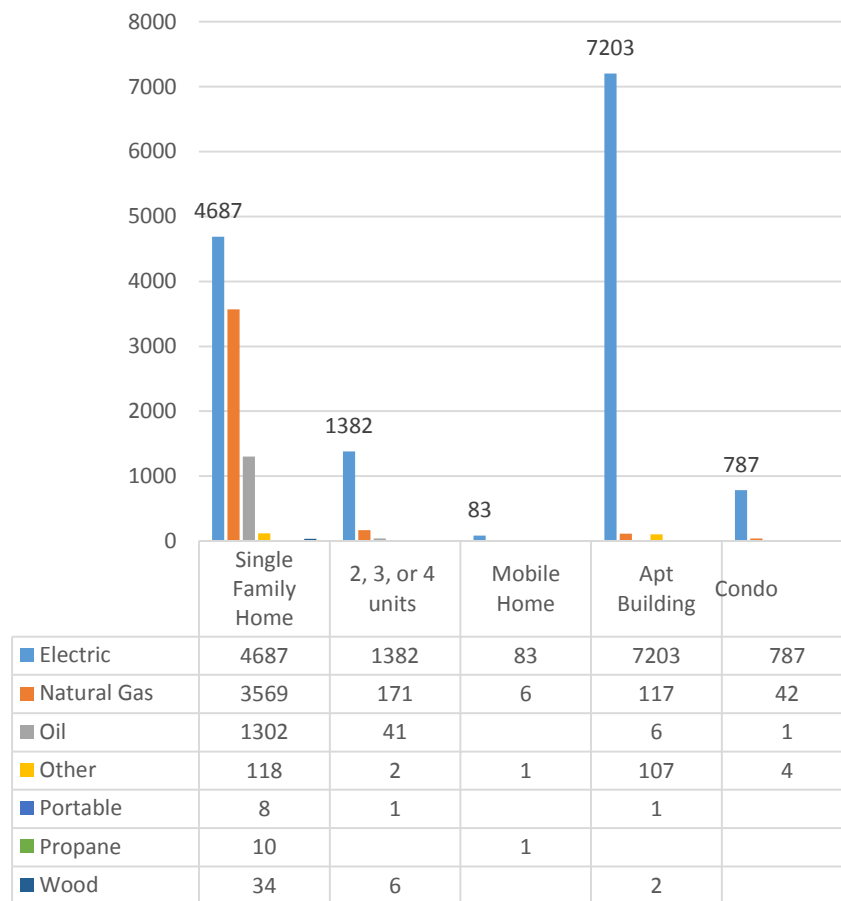
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- Utility Discount Program (UDP)
  - Customers < 70% of State Median Income
  - 60% off of electric bill (50% off water sewer garbage)
  - Electric heat homeowners should be weatherized
  - Mayor and City Council support for increasing participation in UDP
    - Currently ~ 28,000 participants
    - Up to 72,000 customers may be eligible
- Project Share
- Emergency Low-Income Assistance

# SEATTLE CITY LIGHT UTILITY DISCOUNT PROGRAM

- Utility provides 60% discount to qualified low-income customers
- Ethnically and linguistically diverse
- Approximately 28,000 UDP customers,
  - 43% 1-4 units; 57% MF
- 14,000 electrically heated UDP customers
  - 6,150 Single Family (1-4 units)
- 1,670 oil and gas SF homes where electric heat is likely

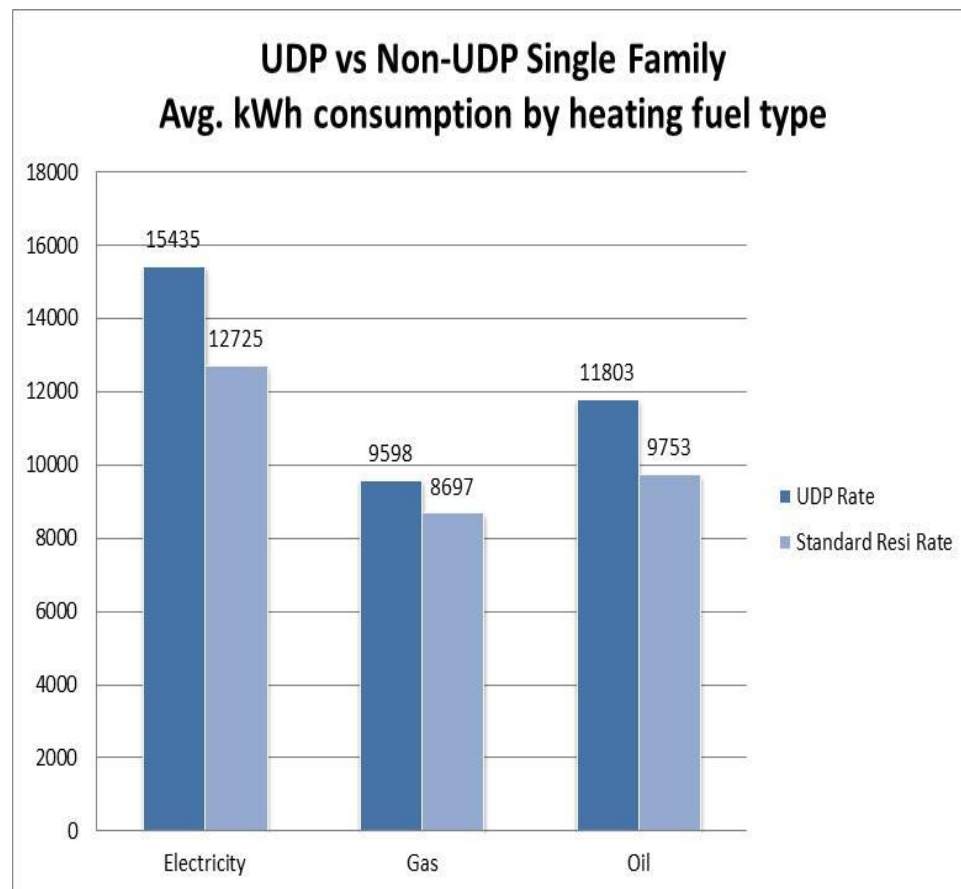
UDP Customers by Heating & Housing Type





# UDP = 20% HIGHER USAGE

- Electric and Oil heat UDP customers use 21% more electricity than non-UDP
  - Based on pre-post!
- Increased usage correlates to heating season
- \$202 annual **additional** subsidy/home/year
  - **\$1,000,000+ additional subsidy/year** at current UDP participation



Source: SCL Billing data (CCSS)

# WEATHERIZATION ASSISTANCE FOR LOW INCOME

## Office of Housing's HomeWise Program

- Weatherization of low-income homes
  - Single-family and Multifamily
  - Serving all heat types
  - Electrically heated homes funded by City Light
- Currently serving 400-600 multifamily units and 100-200 single-family electric heat homes per year



# UTILITY PROGRAMS SERVING LOW INCOME

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Programs that serve all customers

- Retail markdowns
  - LED lamps for under \$2
  - WaterSense showerheads for under \$6
- Refrigerator/freezer recycling (\$30 rebate)
- Appliance Rebates



# UTILITY PROGRAMS SERVING LOW INCOME

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## Programs with extra focus on Low Income

- Direct Installation
  - Currently multifamily only
  - 12,000+ homes/year (primarily renters)
    - Targeted outreach
      - Low-income, Non-native English speakers, and Seniors
- Home Electricity Reports (Opower)
  - Many low-income customers in program
    - New effort to increase service specifically to UDP

## CAN WE DO MORE FOR LOW-INCOME SF?

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Direct Install Pilot launched to learn:

- What is the EE potential in low income homes?
- Can we reach this population?
- What is the cost to serve?
- Can we leverage an initial visit?
  - Gathering information on home characteristics
  - Passing leads to low-income Wx program
  - Customer education



## D.I. PILOT – OUTREACH AND RESULTS

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- Direct Mail –
  - 3000 Utility Discount Program (UDP) customers
  - No filtering for heating fuel type
  - Outreach letter from City Light in English
- Nearly 300 responses (10% response rate)
  - 30% were non-native English speakers
- Planned e-mail outreach not tested

## D.I. PILOT – MEASURES PROVIDED

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- LED Bulbs to replace incandescents only

- A-Lamps
- Reflectors
- Globes
- Candelabras
- MR 16s



- 1.5 GPM showerheads & 1.0 GPM aerators
- Advanced Power Strips
- Walk-through energy audit

## D.I. LIGHTING 2015-16 COMPARED TO 2010

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### Pilot – 2016

- 24+ LEDs per home
  - 12 A-Lamps
  - 3 Globes
  - 4.5 Reflectors
  - 4.5 Candelabras (not available in 2010)
  - 0.5 MR16s (not available in 2010)



### ARRA Program – 2010

- 18 CFLs per home
  - 12.6 A-Lamps
  - 2.9 Globes
  - 2.5 Reflectors



## D.I. LEAVE-BEHINDS 2015-16 COMPARED TO 2010

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### Pilot – 2016

- Leave-behinds
  - 0.4 showerheads
  - 1.1 aerators
  - 1.2 Advanced Power Strips (not available in 2010)

### ARRA Program – 2010

- Leave-behinds
  - 0.5 showerheads
  - 0.9 aerators

(in 2010 both gas and electric water heat were served)

## LESSONS LEARNED FROM D.I. PILOT

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### Current Offerings are not Enough

- Low income customers have not been fully participating in retail mark-down efforts
- LEDs open up new opportunities
- Low income weatherization has done a lot but there are still opportunities
- Even with direct referral, not all home owners submitted applications for weatherization



## BEYOND LEDS

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Walk-through audits identified opportunities

- Majority of electric heat homes did not need weatherization but:
  - 10% of electrically heated homes were referred to and received weatherization services from HomeWise
  - All electrically heated homes visited could benefit from a ductless heat pump (DHP)
  - Most homes with electric water heat could use a heat pump water heater (HPWH)



# CITY LIGHT'S PLAN GOING FORWARD

Knowing what we know, what's next?



## GOALS FOR LOW INCOME PROGRAM

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### Improve Service to Low Income Customers

- “Low-hanging” measures for UDP customers
- Improve understanding of market and needs
- Ductless Heat Pump, Heat Pump Water Heater, and other high-value installations
- Effective screened referrals to HomeWise
- Look for ways to improve B/C ratio

## IN THE WORKS

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- New RFP for LED direct install: multifamily + UDP
- RFP for high value measures direct install for UDP
- Coordinate with Seattle Public Utilities' water efficiency efforts
  - Shared cost of efficient washers
  - Maximize value of plumber in home
    - Heat pump water heater
    - Installation of showerheads and aerators
    - Efficient toilets

## EXPECTED RESULTS FROM D.I.

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### Direct Installation:

- 10,000 – 13,000 Multifamily units/year
  - 300+ kWh/home
  - 2,000 – 4,000 low income customers/year
- 2,000 Single family UDP homes/year
  - LEDs, showerheads, advanced power strips
  - 1,000 kWh/home
- 200 High-value measure UDP homes/year
  - <5,000 kWh/home





# CITY LIGHT

## OUR VISION

To set the standard—to deliver the best customer service experience of any utility in the nation.

## OUR MISSION

Seattle City Light is dedicated to exceeding our customers' expectations in producing and delivering environmentally responsible, safe, low-cost and reliable power.

## OUR VALUES

Excellence, Accountability, Trust and Stewardship.

